



citron[™]
HYGIENE

PLATE UP HIGH STANDARDS

Key Ingredients for Success



About Citron Hygiene

Citron Hygiene is a hygiene solutions provider with a presence in the UK, USA and Canada. We are passionate about building healthy spaces in the places where people live, work and play. Together, we want to help create safe and hygienic environments for all who come and go.



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Overview

The pandemic has hit every sector with hospitality being one sector that has particularly struggled and felt the damaging effects from COVID-19. While many restaurants and pubs managed to adapt their service offering through the lockdown period by providing delivery and other services, many restaurants and pubs were forced to shut their doors. With signs of a light at the end of the tunnel due to a successful vaccine roll-out, hospitality businesses are preparing to open their doors once again. As demand increases, the pressure to deliver an exceptional customer experience will be greater than ever before.

This guide has been created to help restaurateurs and pub owners understand what steps you can take to deliver the very best experience and how hygiene plays a critical role in this. In the new normal, it's more important than ever before and, if hygiene levels are not excellent, you could risk infection spreading amongst your guests and staff which could result in temporary closure which could be detrimental to a business. This guide will provide some advice on what solutions you can implement to maintain hygiene and cleanliness **not just in the immediate future but in a post-pandemic world too.**





The Restaurant Landscape

The pandemic has brought about a number of challenges for the restaurant industry; with restaurants closing, staff furloughed and economy shrinking from the sector.

In 2017, it's estimated that 1.5 million were employed in the industry. However, due to the pandemic, it's reported that many restaurateurs may have to let anywhere between 20%-50% of their workforce go this year, with loss in sales¹ and overhead costs cited as just some of the main reasons. The total turnover for pubs and bars for May 2020 was reported at £40million: a staggering loss compared to the £1.96 billion of turnover achieved in May 2019².

1.5 million

...were employed in the industry in 2017



20-50%

...of restaurant workforces may be let go due to the pandemic



64 million

...meals were claimed on 'Eat Out to Help Out' in the first week of the scheme



40%

...of adults were encouraged to eat out for the first time after lockdown because of the 'Eat Out to Help Out' scheme





The sector did see a boost in economy due to the Government's Eat Out to Help Out Scheme though. According to Big Hospitality³, diners used the claim on 64 million meals in just the first week and 40% of UK adults were encouraged to dine out for the first time due to the scheme. Many restaurants and pubs reported growth in the period that the scheme ran for³ but since the end of the Scheme, the industry was faced with more closures and lockdowns.

Now, what needs to be done to encourage people to continue to dine and drink out so restaurants can survive and thrive?



¹ <https://www.bighospitality.co.uk/Article/2020/06/12/Hospitality-pubs-bars-restaurant-staff-redundancies-once-JRS-changes-in-August>

² <https://www.thecaterer.com/news/uk-economy-shrank-three-months-mayx.html>

³ <https://www.bighospitality.co.uk/Article/2020/09/01/Beyond-Eat-Out-to-Help-Out-what-next-for-restaurants-hospitality-food-discounts>

Adapting to the New Normal

The Eat Out to Help Out Scheme incentivised customers to eat out due to heavy discounts in restaurants up and down the country but in order to encourage repeat visits and attract customers, what do restaurant owners need to do both in the short and long term?

While many of us miss going to our favourite restaurants and pubs and socialising with others; caution will still be exercised as the industry opens back up. Confidence will be low, and businesses must take steps to reassure customers that their facility is safe to encourage diners to return.

43% are still unsure about returning to their favourite bars and restaurants.

Experts in the industry have stated that restaurateurs need to be creative in what they do next in order to attract customers, maintain sales and profit, and encourage repeat visits. Many businesses have adapted their service offering during lockdown and for many restaurants continuing to offer solutions such as delivery and table service may be one way to stay afloat while providing ease and convenience to the consumer. For many restaurants who are utilising technologies such as apps and table service, the data collected can be used to build a better customer experience based on data and insights.

You may want to consider how digital marketing such as paid advertising, your website and social media can be used strategically and creatively to drive footfall to your physical location too.

While there are a number of different tactics that can be used to drive your business forward in challenging times, as we continue to adapt to a new normal, restaurants shouldn't forget about getting the basics right which is something experts in the industry also echo. At a time when customers need to feel reassured, getting the basics right will ensure the very best customer experience is delivered.

What are the Basics?

Quality Food

Excellent Customer Service

High Standards of Cleanliness & Hygiene



Creating a Safe Restaurant Space

As a hygiene services provider we understand how making hygiene a top priority can equal countless business results. At this time showing that you take hygiene seriously, can make or break your business and maybe even more so in the restaurant industry where food is involved. Not only can poor hygiene put people at risk of contracting a range of illnesses (not just covid-19), but it can also put your diners and staff at risk of foodborne illnesses too.

Without the highest levels of hygiene, you could also risk the spread of infection and in the worst-case scenario, your restaurant may need to close.

People's expectations will be far higher now and, moving forward so taking the time to consider what hygiene solutions you have in place is essential to success.

A recent survey conducted with 2000 UK Adults⁵ further supports just how important displaying high levels of hygiene is to customers and people will vote with their feet if their newly-elevated expectations are not being met. **In the results from the survey it was found that:**

- **People wanted to see multiple hand sanitiser stations in restaurants**
- **Regular visible cleaning of toilets and surfaces**
- **Two metres between parties**

The good news is that businesses can overcome consumers' concerns by implementing some pretty straightforward measures to ensure safety for all who come and go.

⁵ <https://www.citronhygiene.co.uk/new-normal-hygiene-habits-after-coronavirus-repor>



Advice from the UK Government

The UK Government have provided clear guidelines for restaurants, bars, pubs and other establishments that offer food and drink on creating a safe establishment. This is not an exhaustive list by any means however key priority actions include:

- Complete a COVID-19 risk assessment
- Clean more regularly – especially high-traffic touchpoints such as door handles
- Remind your staff and guests to practice hand hygiene
- Ensure all staff wear face coverings
- Review how social distancing can be maintained in both outdoor/indoor areas such as ensuring there is adequate space between tables or consider a one-way system
- Consider ventilation in front of house/back of house areas and washrooms
- Ensure Test & Trace is set up
- Lower background noise such as music
- Offer table service to reduce unnecessary contact between staff and guests
- **Display the Covid-19 Secure Poster** to show customers and visitors that you have implemented the correct measures

More guidance on how to keep your customers and employees safe can be found on the [UK Government site](#).



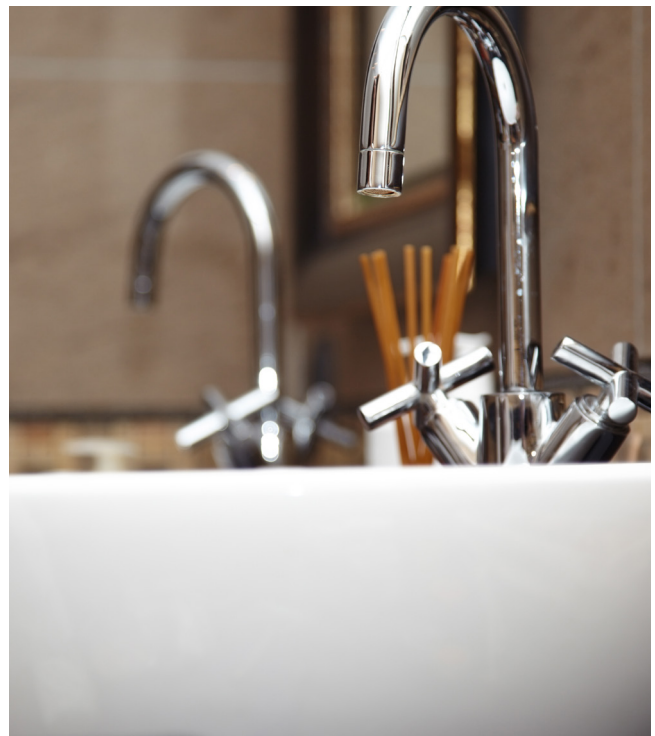


The Ingredients to a Winning Washroom

While your washroom may be the smallest area in your restaurant, it can be one of the most important. The spread of infection can be far greater in washroom environments as users touch shared surfaces such as flush handles, taps and door handles. Therefore, encouraging users to practice effective hygiene is vital to reduce the likelihood of infection transmission.

In addition to reducing the spread of germs, providing a great washroom experience can help your business avoid customer complaints, impact the overall customer experience and improve your brand image.

Providing the right solutions is key to delivering a winning washroom.





Soap Dispensers

We all know how washing your hands can be key to reducing the spread of infection and therefore providing soap is a key ingredient to a hygienic washroom. Stocked soap dispensers are more hygienic than bars of soap in promoting hand hygiene. Touch-free antibacterial soap dispensers are even more hygienic and don't need to be refilled as often. Auto-dispensers also reduce the chance of spillage and ensure sink areas are kept clean.



Working hand dryers or paper towel dispensers

Damp hands can easily spread infection and therefore providing efficient hand dryers or well stocked paper towel dispensers are vital in creating a good impression and encouraging hand hygiene. Hand dryers and paper towels also reduce mess and potentially dangerous drops of water on the floor. Just make sure to provide bins so that people can dispose of paper towels!



Toilet Paper

Toilet paper is a necessity for washrooms and it just takes one forgetful employee to turn a spotless restroom into a truly unpleasant experience. Having to chase down a server or manager due to a lack of toilet paper is an unfortunate way to mark a meal out, and one that could be easily avoided if the toilets are frequently checked.



Feminine Hygiene Units

Providing sanitary waste bins in female washrooms is a legal requirement for a restaurant, but it is also a crucial component of a clean and pleasant environment. Sani bins are a discreet and hygienic way to dispose of sanitary items however you should look to your hygiene services provider to make sure waste is collected and disposed of correctly. Touch-free sanitary bins can further improve hygiene levels by limiting touch.



Outside of the Washroom

It's not just hygiene in the washroom that counts. The levels of hygiene and cleanliness front of house and in kitchen areas matters to the customer and their overall perceptions of a premises. Before choosing who to dine with, consumers can easily read online reviews and use websites like Scores on the Doors⁶ to learn just how hygienic a place is.

So what measures can you take?

Websites like 'Scores on the Doors' can provide information on just how hygienic and well-managed food preparation is for restaurants and pubs across the UK.



⁶ <https://www.scoresonthedoors.org.uk/>



Hand Sanitiser Stations

Providing hand sanitiser at entry and exit points, in kitchens and outside washrooms can encourage guests and employees to practice hand hygiene. Good hand hygiene is even more vital when it comes to food preparation and serving so make sure hand sanitiser is strategically placed around your restaurant.



Air care solutions

A fresh and clean smelling washroom is vital to creating a positive perception. Smell can evoke powerful emotions so can really take an experience from good to great. While opening windows may be one way to ventilate your facility, you may be at war with the great old British weather. Rather than this, you may want to consider investing in the right fragrance and air care solutions in washrooms and dining areas can help your business deliver both a great experience and great business results.



Effective Cleaning & Disinfecting Routines

In order to ensure the highest standards, emphasis should be made on having effective cleaning and disinfection routines in place. Having clear routines will ensure surfaces and areas are kept free from harmful germs, limit cross-contamination and all who come and go are kept safe and protected. Consider putting together **daily, weekly and monthly cleaning schedules** and for a deeper clean, look to a professional company that can carry out a full disinfection service to eliminate germs and can tackle hard to reach areas equalling maximum coverage and safety.

Example daily, weekly and monthly cleaning schedules can be found at the back of this guide however this will vary dependent on your own premises. Consider displaying your cleaning schedule in the washroom to provide further reassurance to customers that your restaurant is safe and clean.



Personal Hygiene Checklist

Making sure your employees are healthy and well foremost and following all hygiene and safety measures should be a top priority for restaurants and pubs. While you are unlikely to catch coronavirus and other diseases from food itself, you may contract it from others so implementing certain measures will help to keep germs at bay. **This includes:**

- ✓ Ensure all employees have clear communication about sickness policies
- ✓ Ensure employees don't come to work if feeling unwell
- ✓ Staff and guests to wear face masks where required.
- ✓ PPE to be disposed of safely in a closed PPE waste bin.
- ✓ Make sure all on shift follow hand hygiene rules and that this is monitored.
- ✓ All kitchen staff to wear hairnets.
- ✓ Nails to be kept short.
- ✓ Uniforms and aprons should be clean and washed.
- ✓ No smoking to occur on the premises.
- ✓ All wounds and cuts to be covered safely and hygienically.
- ✓ All restaurants to be equipped with a stocked first aid kit. Any accidents recorded and necessary action taken.
- ✓ Provide training to all employees consistently on hygiene procedures.



When to Perform Handwashing

Encouraging regular handwashing is a must in restaurants and pubs. These are the instances where handwashing or sanitising is required:

- ✓ Before staff start their shift
- ✓ Before handling food & equipment
- ✓ After using the toilet
- ✓ After touching face, ears, hair, mouth or other exposed body parts
- ✓ After handling raw food
- ✓ After removing gloves
- ✓ After coughing, sneezing, eating, drinking or smoking
- ✓ After every break
- ✓ After handling all types of waste
- ✓ Before and after cleaning tasks
- ✓ After touching animals
- ✓ After handling money
- ✓ Before handling clean cutlery, dishes, glasses and other items used by the customer
- ✓ When moving between areas of the workplace such as front of house and back of house locations





Keep Hygiene Front of Mind

To build awareness and to encourage good hygiene practices, education is crucial. Displaying posters can help to provide reminders about the importance of handwashing, hand sanitising and social distancing.

Providing clear signage is encouraged by the [UK government](https://www.gov.uk).











You can download free guidance posters here: citronhygiene.co.uk/guidance-posters

Remember to communicate with your guests and staff too on the measures you are implementing. This will help to reassure them that you are doing everything possible to protect them.



Your Restaurant Hygiene Checklist

As you continue to adapt to the 'new normal,' and beyond the adjustment period, ensure hygiene is a top priority. Use this helpful checklist to stay on track and maintain high hygiene levels all year round.

-  Order the right amount of hygiene supplies including hand sanitiser, soap and equipment wipes. Stay stocked up by partnering with a hygiene services company and ordering your consumable items online.
-  Display hygiene posters around your restaurant in areas such as washrooms, entrance and exit points, kitchens and other front of house areas. You can find helpful guidance posters at the back of this guide.
-  Place hand sanitiser in strategic locations and any room where people frequently come and go. Using hand sanitiser dispensers will help to keep contents safe, clean and secure.
-  Arrange for professional disinfection to be carried out on a regular basis. If that is not possible, professional disinfection should be carried out if an outbreak has occurred.
-  Provide hygienic waste bins for the safe disposal of PPE as recommended by the World Health Organization.
-  Review your washrooms and see where changes can be made to fit touch-free accessories to limit touch of shared surfaces.
-  Ensure you have clearly displayed social distancing signage. Signage can include mats or adhesive stickers.
-  **Contact your hygiene services company to discuss your business' requirements and find out what solutions you could benefit from.**

Restaurant Daily Cleaning Checklist

Waste properly managed and disposed of correctly

Clean all used food handling surfaces

Wipe down kitchen walls

Clean all equipment such as grills and fryers

Clean drinks nozzles

Clean and air-dry utensils

Clean sinks

Wash and dry aprons

Brush and mop all floors and storage areas

Clean and disinfect all bins and mop buckets

Sanitise all restaurant tables and seating

Clean all hand sanitiser stations

Wipe down all bar counters

Wash all cloths

Clean washrooms daily

Clean light switches, door handles and other commonly touched surfaces

Check and re-fill soap and sanitiser dispensers, paper towel and toilet roll dispensers

Clean all re-usable menus

M T W T F S S



Restaurant Weekly Cleaning Checklist

WEEK 1
WEEK 2
WEEK 3
WEEK 4

Date:

Empty grease traps

Deep clean all ovens

Dust all low-level areas

Clean glass windows and doors

Boil out fryers

Clean surfaces underneath equipment

Wash mop heads

Delime washroom fittings

Restaurant Monthly Cleaning Checklist

Full disinfection of hard to reach surfaces and areas

High level dusting of ceilings, lights and decorations

Wash front of house walls

Kitchen hoods and filters cleaned

Deep cleaning of equipment such as coffee machines and ice machines

Sanitize fridges and freezers

Deep clean storage areas

Clean behind equipment such as grills





Serve up a Great Experience with Citron Hygiene

At Citron Hygiene, we understand that the demands of running a restaurant or pub are higher than ever.

Have peace of mind that your restaurant is a safe and hygienic space for all by relying on Citron Hygiene to support your business with dedicated hygiene services and consumables.

Whether you're a gastro country pub or high street restaurant chain, we work efficiently and effectively with you to deliver the solutions your business needs to ensure your facility runs smoothly and is a healthy space for all who come and go.

Our complete range of services include sanitary bin services, air care solutions, soap and hand sanitiser solutions, hand dryers and disinfection services. We operate from a network of Citron Hygiene service centres all around the UK to ensure that your service is delivered by a local team dedicated to keeping your facilities running smoothly.

Consumable items are also available from the Citron Shop you only ever have to deal with one provider for all your hygiene and cleaning needs.

Find out more about our full range of services on our website:

www.citronhygiene.co.uk

Call us:

08000 66 55 52

Email us:

ukservice@citronhygiene.com

For further information on working safely, contact the Citron Hygiene team using the details above or find guidance on the [gov.uk website](http://gov.uk).



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